



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Monroe
Virginia**

BRIEFING OUTLINE

Fort Monroe

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

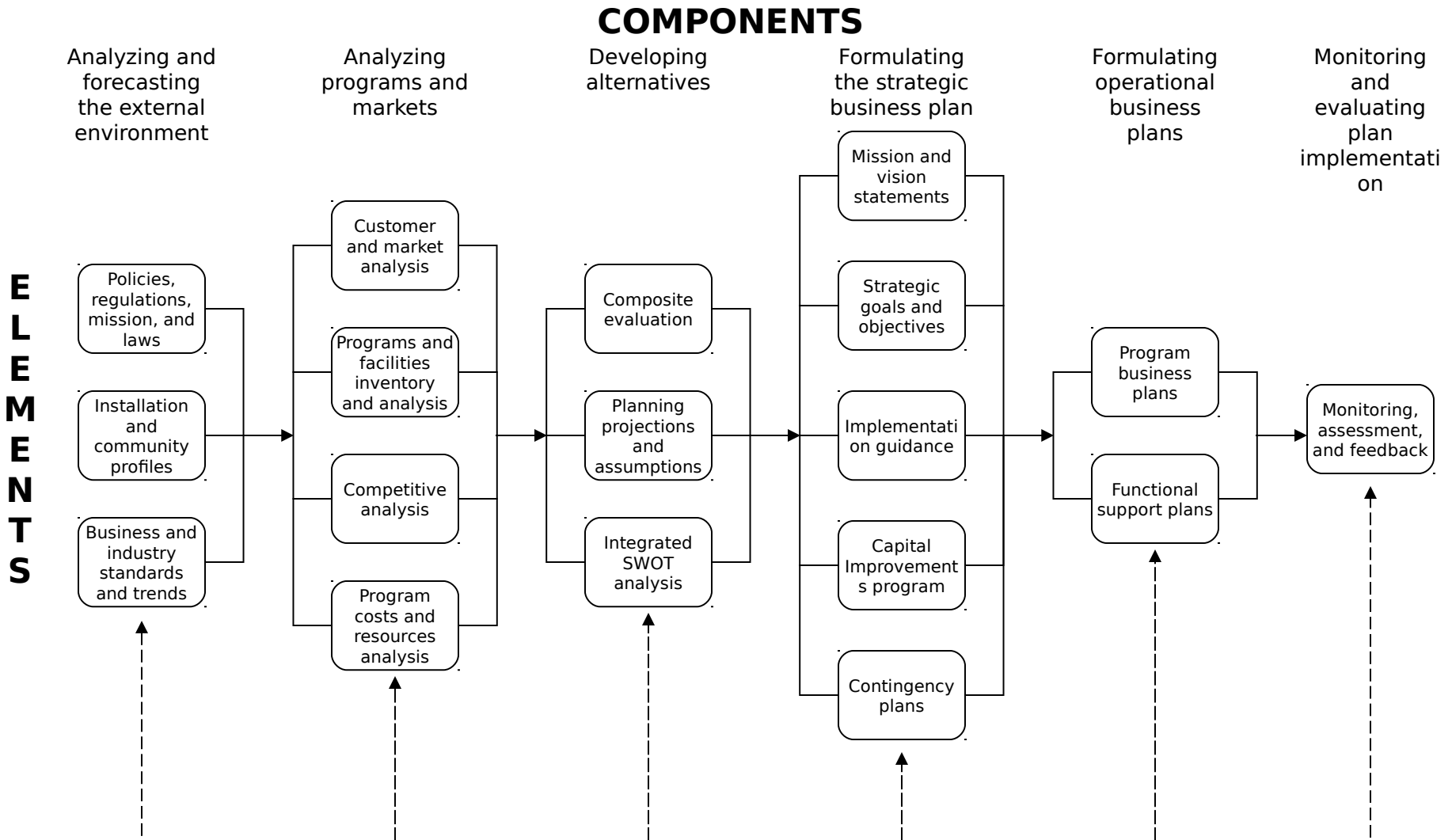
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Monroe

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Monroe

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 2,781 surveys were distributed at Fort Monroe



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Monroe

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Monroe:					
Active Duty	1,635	500	162	32.40%	±7.31%
Spouses of Active Duty	469	597	75	12.56%	±10.37%
Civilian Employees	2,191	700	241	34.43%	±5.96%
Retirees	1,485	984	195	19.82%	±6.54%
Total	5,780	2,781	673	24.20%	±3.55%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

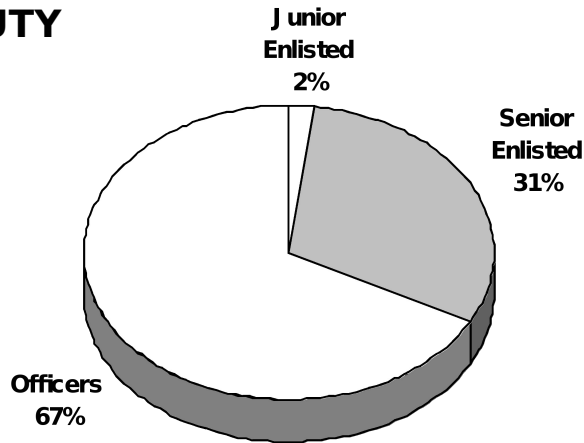
**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

PATRON SAMPLE*

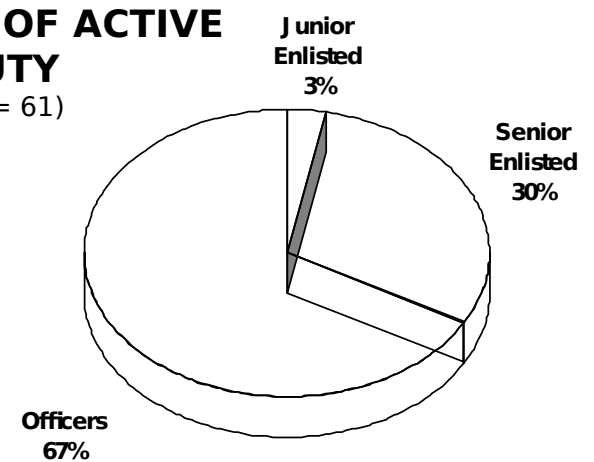
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RESPONDENT POPULATION SEGMENTS

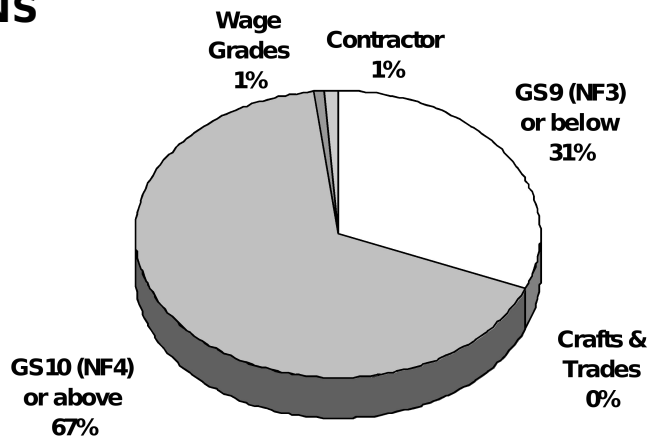
ACTIVE DUTY
(n = 154)



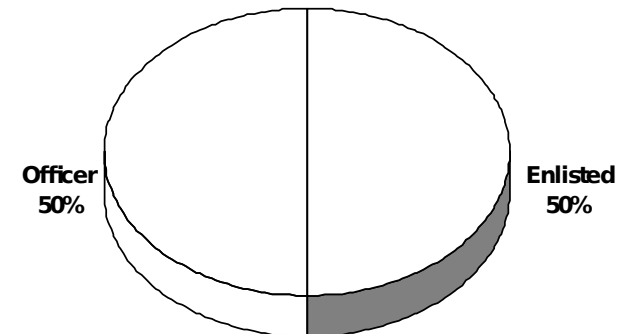
SPOUSES OF ACTIVE DUTY
(n = 61)



CIVILIANS
(n = 237)



RETIREES
(n = 147)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Fort Monroe

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT MONROE

Fort Monroe

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	63%
Bowling Food & Beverage	44%
Library	39%
Recreation/Community Activity Ctr.	36%
Bowling Center	35%

LEAST FREQUENTLY USED FACILITIES

BOSS	3%
Child Development Center	6%
School Age Services	6%
Cabins & Campgrounds	7%
Youth Center	8%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT MONROE*

Fort Monroe

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.83
Automotive Skills	4.63
School Age Services	4.61
Army Lodging	4.54
Swimming Pool	4.52

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Cabins & Campgrounds	4.07
Youth Center	4.11
Athletic Fields	4.12
Multipurpose Sports/Tennis Courts	4.22
Post Picnic Area	4.26

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT MONROE*

Fort Monroe

FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.76
Army Lodging	4.57
School Age Services	4.54
Swimming Pool	4.51
Automotive Skills	4.50

FACILITIES WITH LOWEST QUALITY RATINGS*

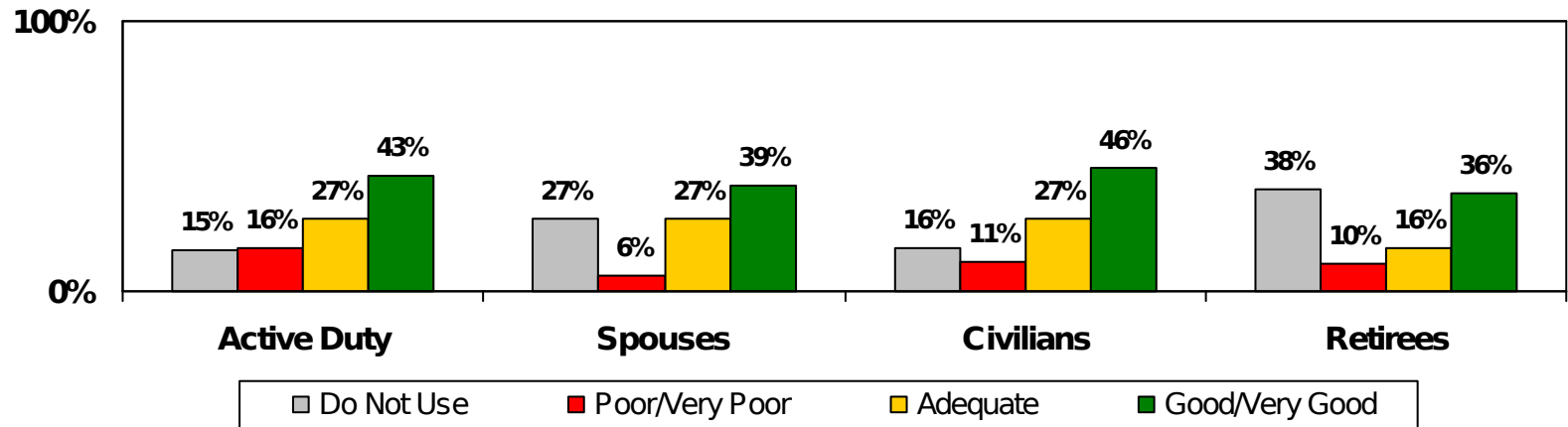
Athletic Fields	3.92
Multipurpose Sports/Tennis Courts	4.03
Post Picnic Area	4.05
Cabins & Campgrounds	4.08
Youth Center	4.20

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

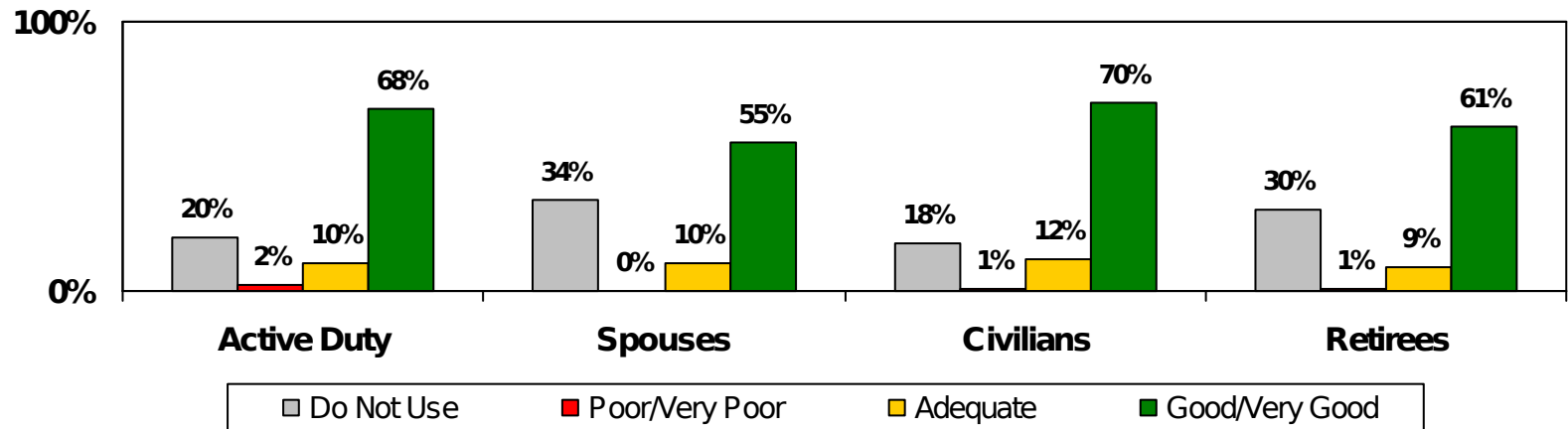
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Monroe

Quality of On-Post Services



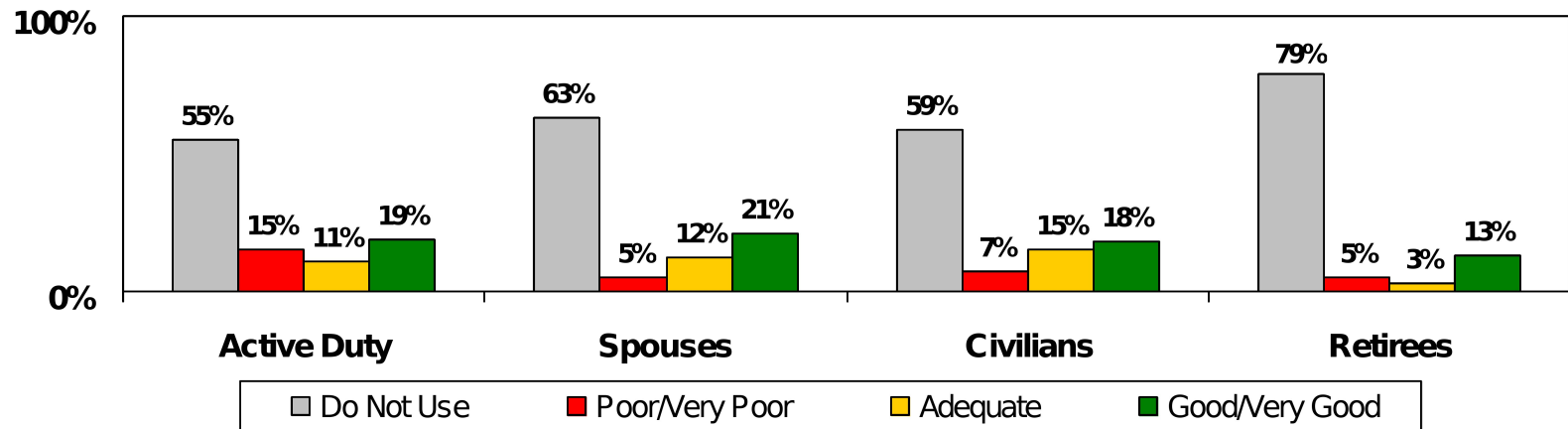
Quality of Off-Post Services



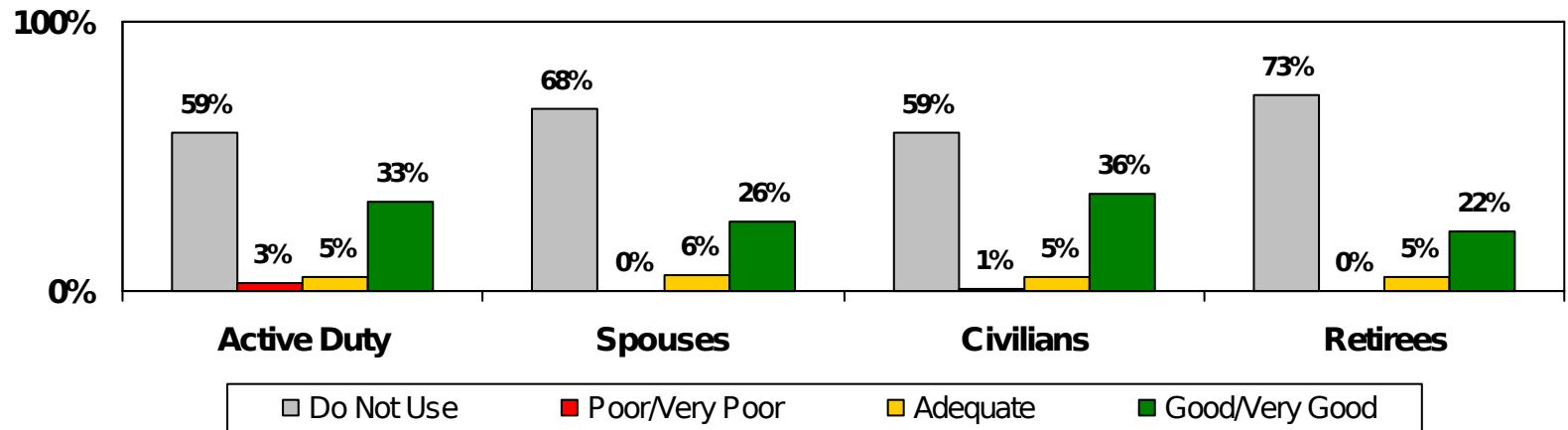
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Monroe

Quality of On-Post Services



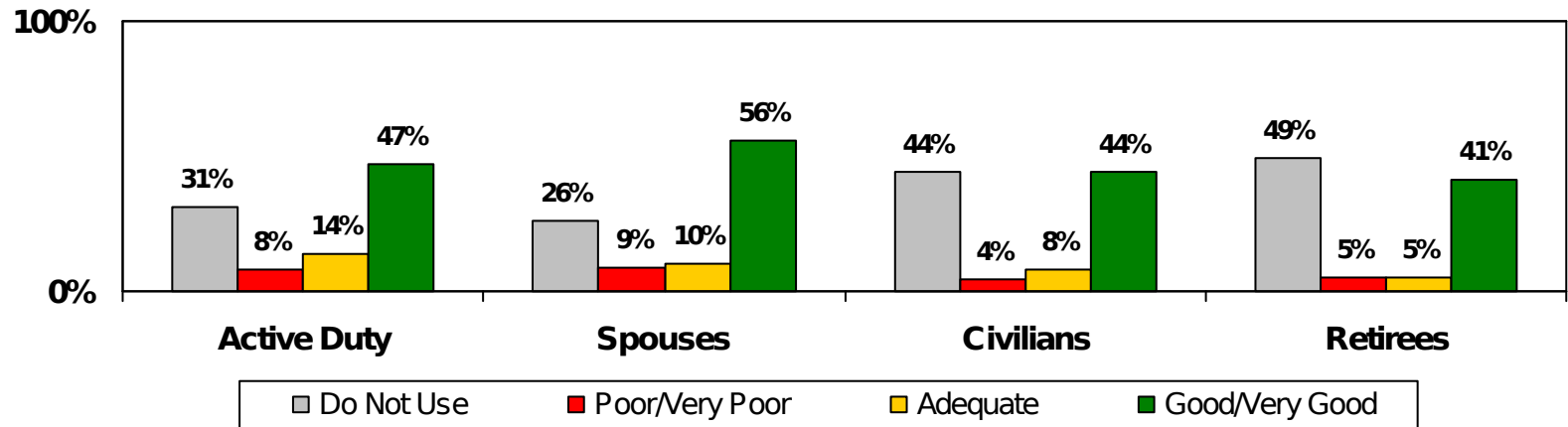
Quality of Off-Post Services



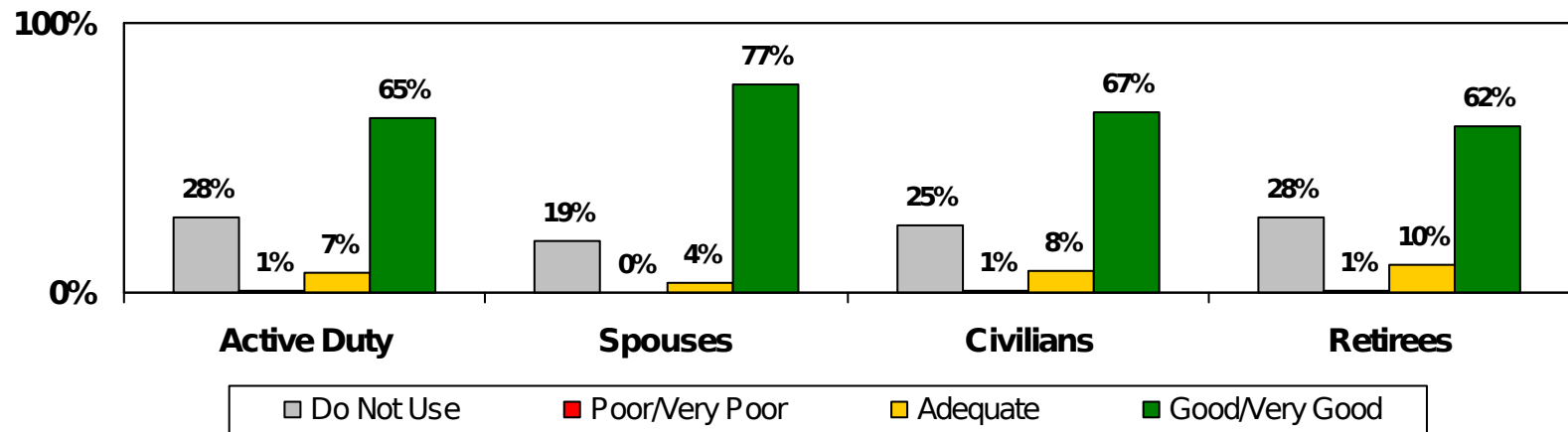
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Monroe

Quality of On-Post Services

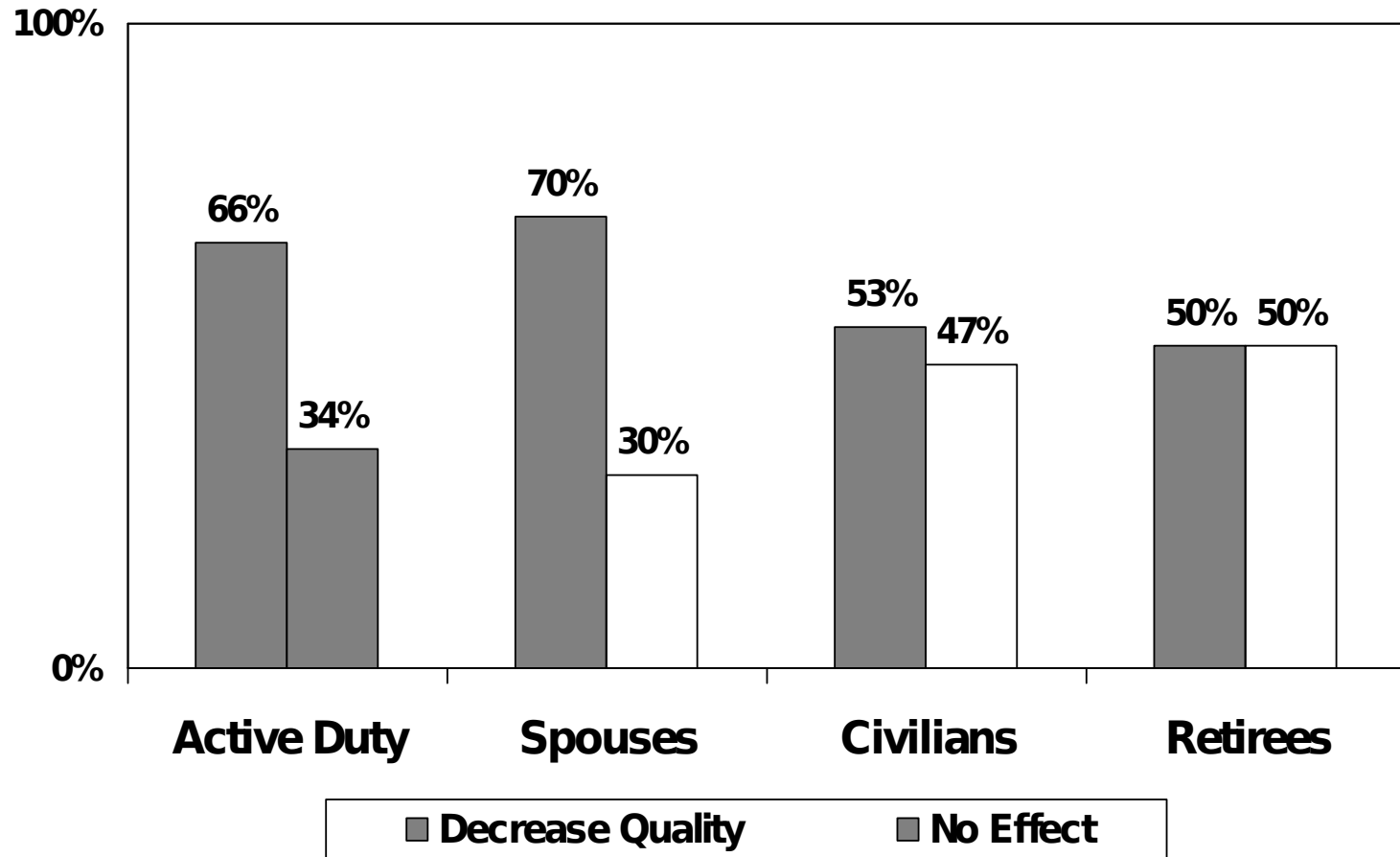


Quality of Off-Post Services



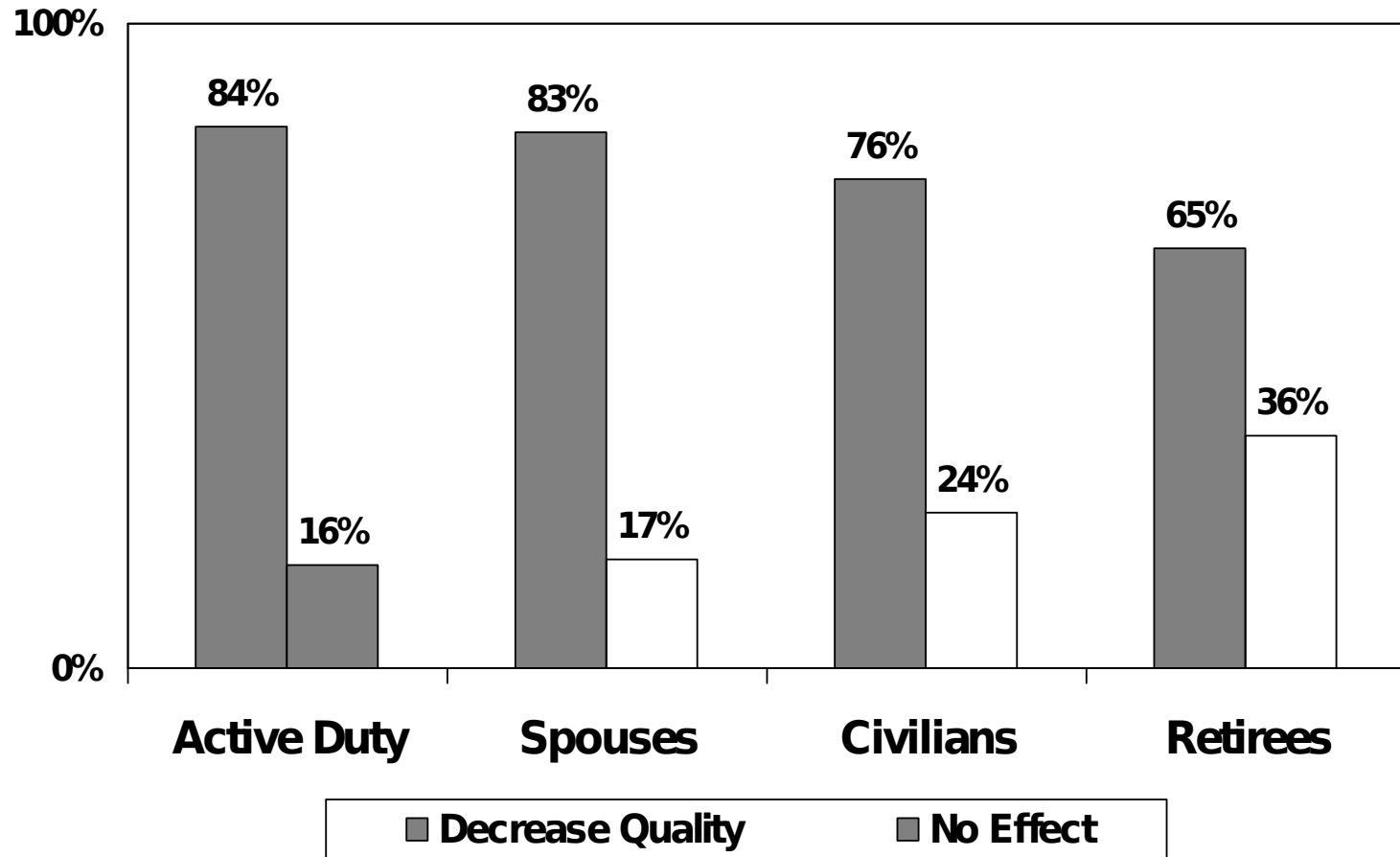
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Monroe



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Monroe



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Monroe

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	82%
Army Lodging	65%
Child Development Center	55%
Library	54%
Swimming Pool	46%
Youth Center	45%
Athletic Fields	44%

RV park	69%
Car Wash	62%
Golf Course Pro Shop	61%
Golf Course Food & Beverage	52%
Golf Course	52%
Bowling Pro Shop	49%
Cabins & Campgrounds	46%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Monroe

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	39%	29%	43%	18%	35%
E-mail	80%	20%	84%	25%	63%
Friends and neighbors	30%	49%	22%	27%	28%
Family Readiness Groups (FRGs)	2%	4%	1%	3%	2%
Bulletin boards on post	27%	28%	27%	19%	25%
Post newspaper	50%	58%	65%	56%	58%
MWR publications	27%	19%	45%	25%	33%
Radio	4%	10%	3%	7%	5%
Television	7%	10%	3%	9%	6%
My child(ren) let(s) me know	4%	7%	1%	2%	3%
Other unit members or co-workers	28%	13%	26%	9%	21%
Unit or post commander or supervisor	11%	10%	9%	4%	8%
Marquees/billboards	29%	23%	29%	15%	25%
Flyers	27%	29%	31%	28%	29%
Other	0%	6%	2%	15%	5%
I never hear anything	1%	13%	1%	13%	5%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Monroe

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	96%	95%
Better Opportunities for Single Soldiers	50%	N/A
Army Community Service	61%	62%
MWR Programs and Services	93%	86%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Monroe

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	61%	85%	15%
Outreach programs	36%	73%	27%
Family Readiness Groups	40%	87%	13%
Relocation Readiness Program	74%	95%	5%
Family Advocacy Program	64%	82%	18%
Crisis intervention	34%	88%	13%
Money management classes, budgeting assistance	53%	81%	19%
Financial counseling, including tax assistance	63%	86%	14%
Consumer information	35%	76%	24%
Employment Readiness Program	38%	82%	18%
Foster child care	15%	57%	43%
Exceptional Family Member Program	57%	79%	21%
Army Family Team Building	49%	88%	12%
Army Family Action Plan	47%	76%	24%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Monroe

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	68%	86%	14%
Outreach programs	47%	50%	50%
Family Readiness Groups	59%	85%	15%
Relocation Readiness Program	74%	88%	12%
Family Advocacy Program	60%	67%	33%
Crisis intervention	51%	60%	40%
Money management classes, budgeting assistance	52%	78%	22%
Financial counseling, including tax assistance	66%	92%	8%
Consumer information	40%	83%	17%
Employment Readiness Program	58%	73%	27%
Foster child care	30%	67%	33%
Exceptional Family Member Program	67%	80%	20%
Army Family Team Building	52%	64%	36%
Army Family Action Plan	49%	91%	9%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	43%	38%
Personal job performance/readiness	41%	30%
Unit cohesion and teamwork	44%	32%
Unit readiness	47%	32%
Relationship with my spouse	36%	30%
Relationship with my children	42%	24%
My family's adjustment to Army life	43%	53%
Family preparedness for deployments	48%	50%
Ability to manage my finances	39%	24%
Feeling that I am part of the military community	50%	57%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Monroe

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	88%	85%
Helps minimize lost duty/work time due to lack of child care/youth services	85%	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	60%
Allows me to work outside my home	67%	75%
Allows me to work at home	58%	56%
Offers me an employment opportunity within the CYS program	53%	33%
Allows me/my spouse to better concentrate on my/our job(s)	87%	71%
Provides positive growth and development opportunities for my children	83%	85%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Monroe

POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	25%
Personal job performance/readiness	29%
Unit cohesion and teamwork	33%
Unit readiness	43%
Ability to manage my finances	38%
Feeling that I am part of the military community	40%
Relationship with my children (single parents)	14%
My family's adjustment to Army life (single parents)	14%
Family preparedness for deployments (single parents)	25%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Monroe

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	62%
Entertaining guests at home	62%
Going to movie theaters	57%
Internet access/applications (home)	57%
Going to beaches/lakes	52%
Special family events	48%
Plays/shows/concerts	42%
Gardening	42%
Festivals/events	39%
Walking	39%

Top 5 for Spouses of Active Duty

Entertaining guests at home	78%
Going to movie theaters	72%
Special family events	67%
Going to beaches/lakes	64%
Internet access/applications (home)	64%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	78%
Going to movie theaters	63%
Entertaining guests at home	59%
Internet access/applications (home)	54%
Festivals/events	49%

Top 5 for Active Duty

Internet access/applications (home)	64%
Entertaining guests at home	62%
Going to beaches/lakes	61%
Going to movie theaters	52%
Special family events	50%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	60%
Going to movie theaters	50%
Internet access/applications (home)	49%
Going to beaches/lakes	42%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Monroe

Team Sports

Softball	13%
Basketball	10%
Soccer	8%
Volleyball	7%
Self-directed sports tournaments	6%

Outdoor Recreation

Going to beaches/lakes	52%
Picnicking	31%
Fishing	27%
Bicycle riding/mountain biking	22%
Camping/hiking/backpacking	18%

Social

Entertaining guests at home	62%
Special family events	48%
Happy hour/social hour	30%
Dancing	26%
Night clubs/lounges	25%

Sports and Fitness

Walking	39%
Cardiovascular equipment	31%
Weight/strength training	23%
Running/jogging	21%
Bowling	20%

Entertainment

Watching TV, videotapes, and DVDs	62%
Going to movie theaters	57%
Plays/shows/concerts	42%
Festivals/events	39%
Live entertainment	35%

Special Interests

Internet access/applications (home)	57%
Gardening	42%
Automotive maintenance & repair	35%
Automotive detailing/washing	29%
Digital photography	28%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Fort Monroe

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	35%	N/A	35%
Reference/research services	27%	N/A	27%
Internet access (library)	26%	N/A	26%
Multi-media (videos, DVDs, CDs)	26%	N/A	26%
Cardiovascular equipment	25%	7%	31%
Study/self development	20%	N/A	20%
Walking	19%	20%	39%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

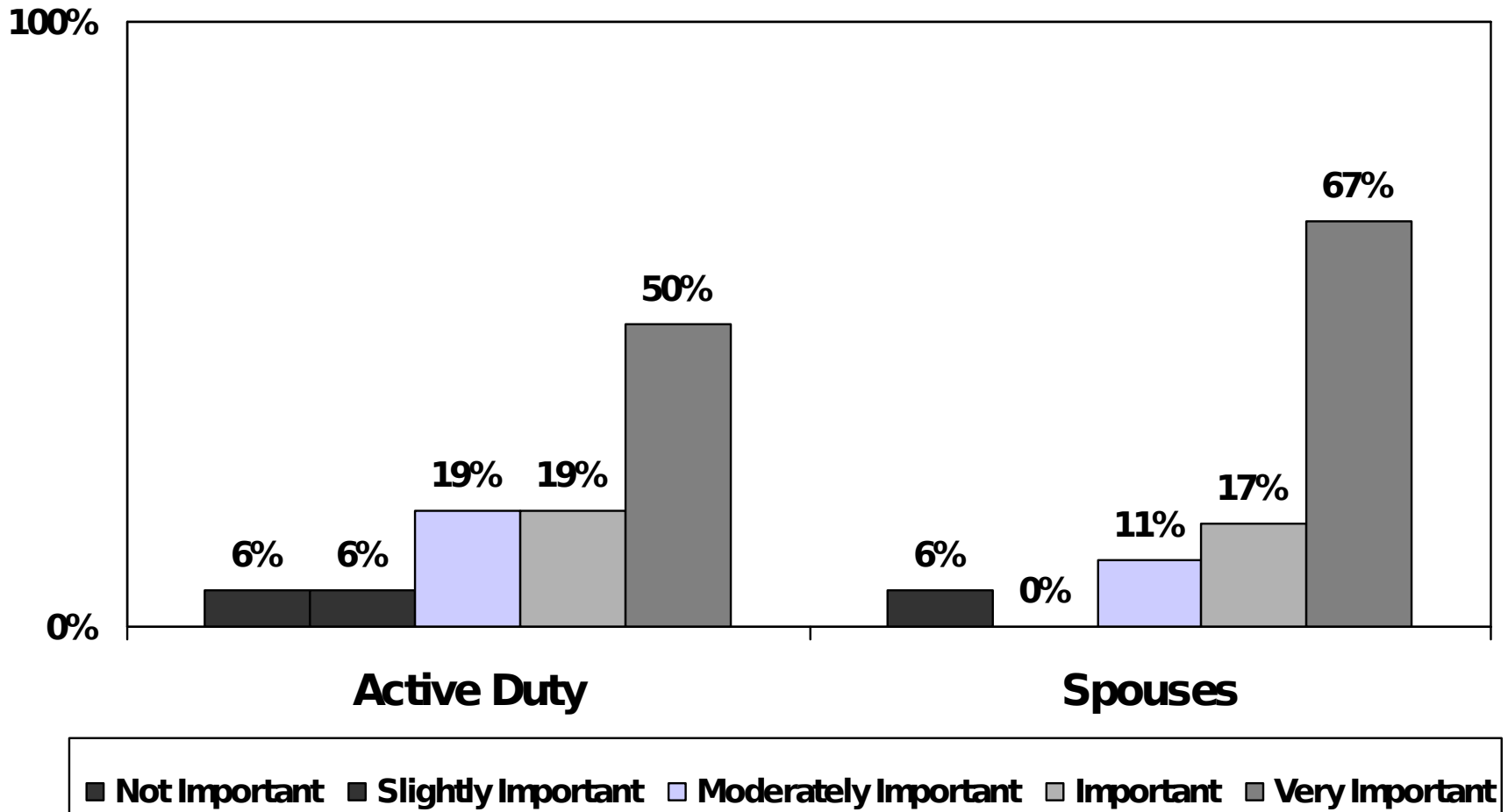
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	4%	45%	57%
Gardening	2%	4%	36%	42%
Automotive maintenance & repair	15%	10%	9%	35%
Automotive detailing/washing	2%	10%	17%	29%
Digital photography	1%	8%	18%	28%
Computer games	1%	1%	22%	24
Trips/touring	1%	18%	0%	19%

*Top 7 special interest activity preferences ranked by overall participation.

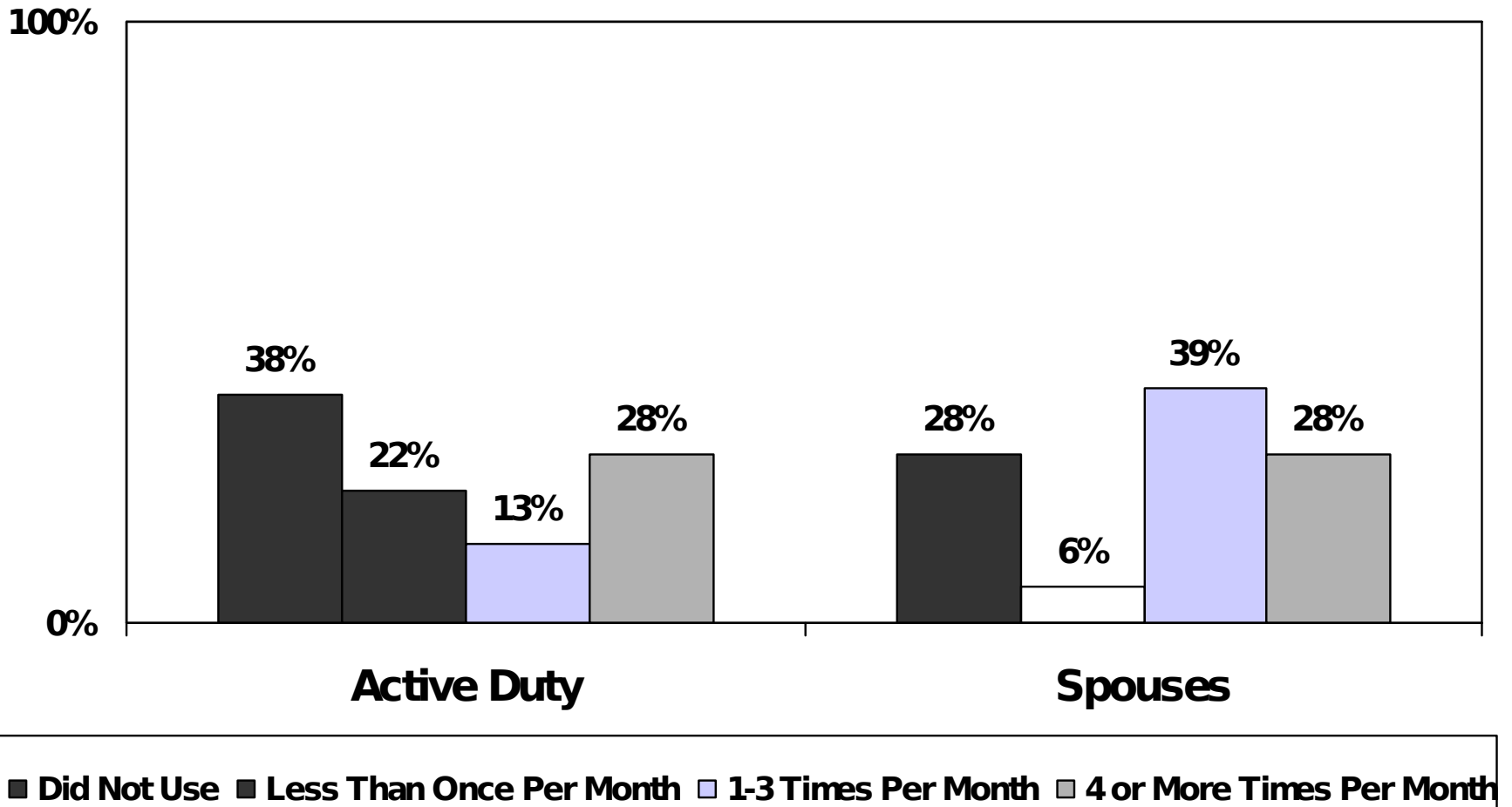
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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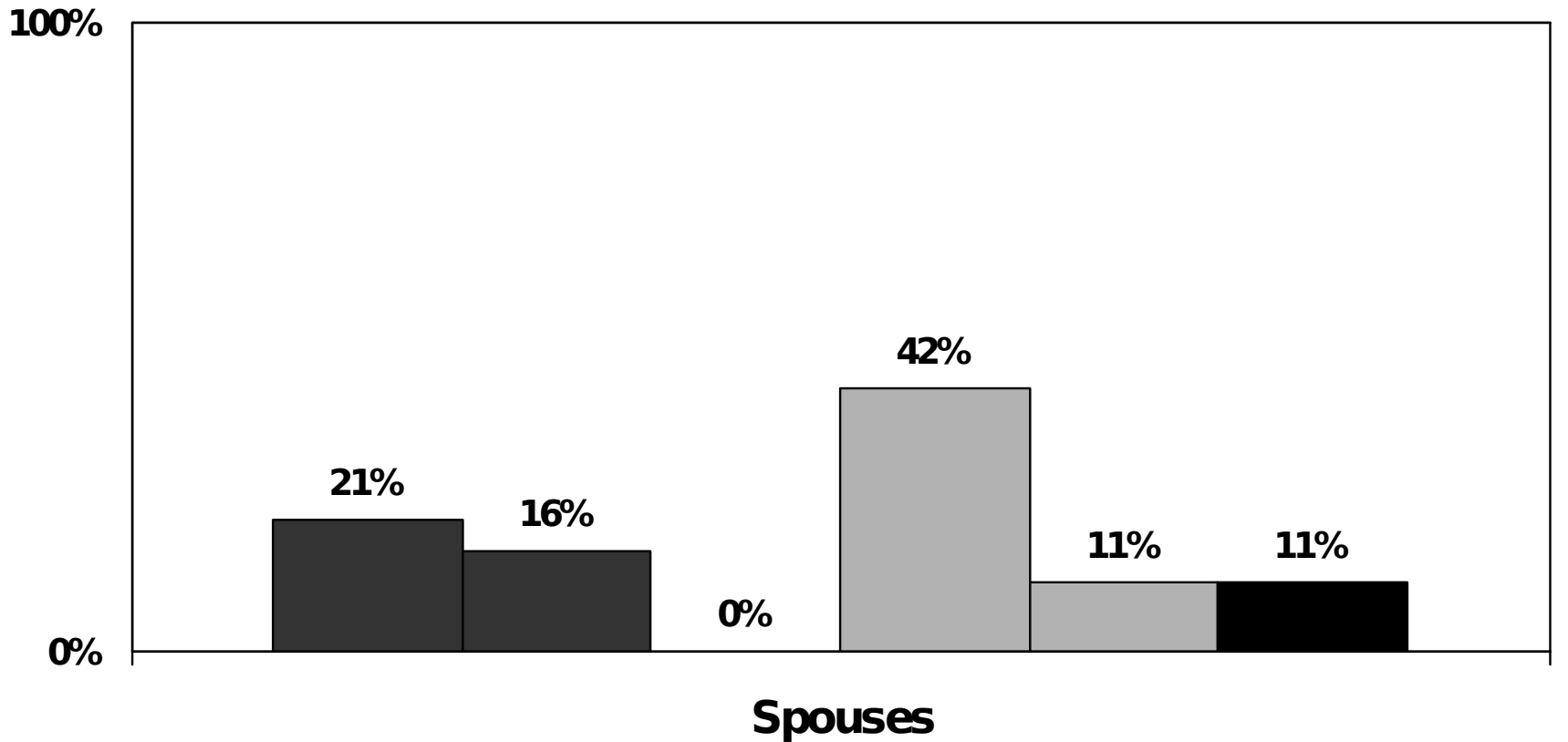
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Monroe



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Monroe



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Monroe

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	3%
Probably will not make military a career	1%
Undecided	3%
Probably will make military a career	13%
Definitely will make military a career	79%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	4%
Not Sure	10%
Yes	85%

NEXT STEPS

Fort Monroe

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)